

**ADVERTISER CHECKLIST FOR SUCCESS**

# Matched Audiences: Account Targeting



 In Campaign Manager, start by accessing **Tools > Matched Audiences**. From the **Uploaded list audiences** menu, click on **Upload a list**.

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| <p><input type="checkbox"/> <b>Check the data formatting in your account list file</b></p> <ul style="list-style-type: none"><li>• Ensure that the first row of your spreadsheet says: <b>companyname</b></li><li>• The file you upload should use a single column, and one company name per row.</li><li>• Check the spelling of companies. If you're not sure, you can look up the company you wish to target on LinkedIn.</li><li>• Remove all formatting and special characters whenever possible.</li></ul> <p><input type="checkbox"/> <b>Save as a CSV file</b></p> <ul style="list-style-type: none"><li>• Before uploading your account list to Campaign Manager, save it as a CSV file (the only supported format). This will prevent errors when uploading.</li></ul> | <p><input type="checkbox"/> <b>Diversify your campaign to ensure scale, reach, and relevance</b></p> <ul style="list-style-type: none"><li>• Run an awareness campaign first to drive traffic, and then scale up your retargeting audience.</li><li>• Be strategic. Run simultaneous campaigns using demographic targeting and website retargeting — this allows you to optimize performance.</li><li>• Use demographic reporting to inform your decisions on the best target audiences based on website traffic.</li><li>• To stay competitive, bid at upper end of suggested bid range. Remember, LinkedIn operates on a second-price auction.</li></ul> <p><b>VIDEO: Sponsored Content Auction</b></p> <p><input type="checkbox"/> <b>Launch your campaign</b></p> <ul style="list-style-type: none"><li>• Before your campaign can start, your audience segment needs to have at least 300 members.</li><li>• If you set your campaign live, the campaign will automatically start delivering once LinkedIn matches at least 300 members.</li><li>• Alternatively, you can save your campaign as a draft until the audience builds up, then launch.</li></ul> |
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